

2023 SUMMER REPORT

British
BIDsTM

Leading the BID industry

Business Improvement Districts in the British Isles

JULY 2023

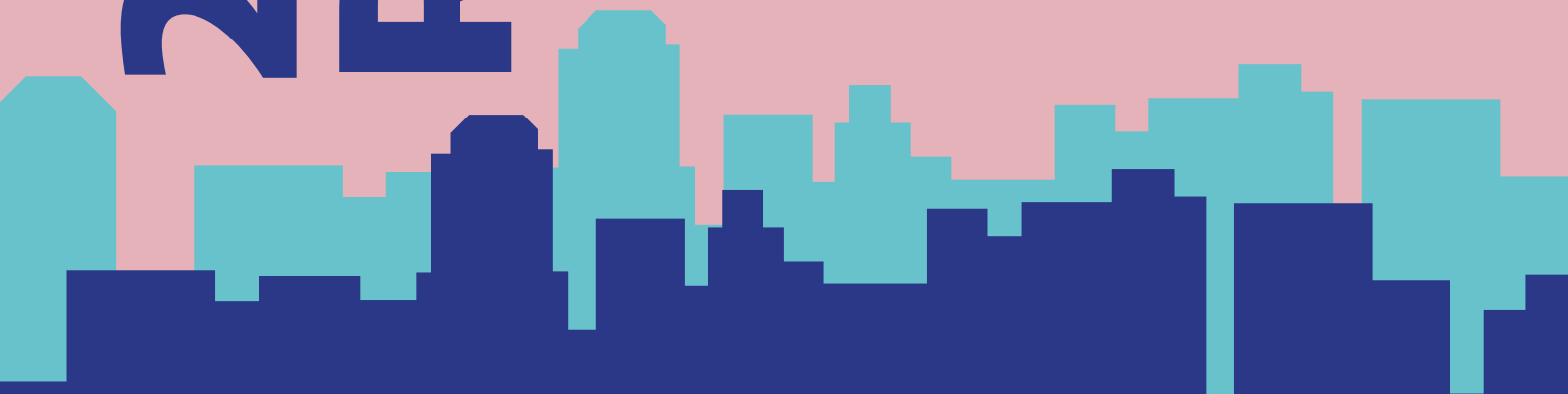


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EXECUTIVE SUMMARY

There are now 335 BIDs in the British Isles, an increase of four over this time last year; they contribute £150,107,029 [last year £145,759,773] each year to their business communities and between them represent 118,682 businesses.

There have been 7 new BIDs coming through successful ballots in the past twelve months, a sign that the business community recognizes the importance of BIDs and what they provide to our business communities.

The number of BIDs at the development stage is an important measure, as it gives a sense of the supply chain and growth of the sector; there are currently 59 developing BIDs across the British Isles.

The numbers of hereditaments are a useful analytical and planning tool for a BID, with the average BID having 440, the smallest number at 35 and the largest at 2500. Interestingly, as individual BIDs mature over their terms, they continue to grow slightly larger, with an increase in their average number of hereditaments.

Most BIDs remain small, with an average levy income of £448,081 [last year £441,696] and the smallest remains £14,639. The largest single BID levy spend is £4,100,000.

During the past year, post-covid and during some financial uncertainty there were major concerns, in the end unfounded, over ballots, during the past twelve months 80 ballots resulted in 75 successful outcomes and five failures.

Ballot turnout in the last twelve months, after the pandemic and during the financial concerns was on average 41% and the ballot results by rateable value were 81.0% and by number 76.6%.

Despite many people's concerns this is a better performance than the nineteen-year normal, with an average improvement of some 4.6 percentage points in the RV vote and 3.3 percentage points in the vote by number compared to the average 19-year results. Turnout was however less, but surprisingly only by 3.9 percentage points.

The first BID ballot was for Kingston First on 16 November, 2004, and there have been 947 [879] ballots over the past nineteen years as BIDs have grown in number and moved through their various terms. The data suggest that there have been 93 Failures [9.8%] out of the 947, of which some of course have gone on to succeed later. Nineteen have either ceased mid-term or not gone to a further ballot.

The thirteen-year time series data since 2010 shows a steady increase in BID numbers, in both income and hereditaments, until the pandemic year of 2021, when there was a reduction by 5 BIDs and a concomitant reduction in hereditaments. This was reversed in 2022 and 2023 with an increase by eleven BIDs.

INTRODUCTION

This collection of data on Business Improvement Districts in the British Isles is part of a regular series, originally quarterly but now half yearly as the data sets have stabilized. It measures the BID environment on 31 May 2023, and is mirrored by an annual National Survey Report in November, which also includes a national survey of more detailed, qualitative information about BIDs.

Three years ago, as the Covid-19 pandemic started, there was a concern across the BID industry that the pandemic would cause major problems with ballots, levy collection, enforcement, events, and the delivery of projects; we were concerned about the BID industry being transformed badly by the pandemic, whilst never doubting the necessity of BIDs in managing its impacts, and in planning for recovery.

During the past twelve months, post covid and during much financial uncertainty there were still concerns over ballots, which were in the end unfounded; 80 ballots resulted in 75 successful outcomes and five failures.

There can be no doubt of the significance of the pandemic and its impact on the places that are the focus of our industry, but BIDs continue to be extremely successful, as demonstrated by both the national ballot results and levy collection rates.

Now, of course, in a post-pandemic world, we continue to be concerned, but about different issues. Thus inflation, energy costs, staff shortages, planning changes and business rates revaluations are affecting BIDs dramatically and most are changing fast to reflect those concerns.

As we said a year ago, the major industry change brought about by the pandemic and the more recent financial challenges has not just been about BIDs, ballots, and the collection of the levy. It continues to be the changes that towns, city centres and out of town trading areas continue to undergo as a very different economy emerges following the growth of online business, e-commerce, working from home, new planning regulations, and people's aspirations for a new way of working.

We have yet to see the full outcome of some of these changes, but many BIDs are already demonstrating voice and leadership in shaping what this future looks like, whilst delivering to the immediate challenges of reopening and recovery.

The purpose and uses of this, the BID Report for June 2023, continue to be multiple. It allows a snapshot to be taken of the BID community in the British Isles for policy makers, both local and national; it allows chief executives and boards of BIDs to benchmark themselves against their peers and colleagues, and it allows new and developing BIDs to design their services and operations in the most effective fashion.

This Report uses the quantitative data from the Business Plans of each BID as it comes to ballot; the British BIDs team scan BID websites, local papers and social media continually to make sure that our data is as up to date and accurate as possible. Thus, the report corrects and updates data from earlier years as they become public and recognises that there is also a time lag between each BID's ballot and the term start date.



**THE
NATIONAL
PICTURE
FOR BIDS.**

The total active BID community

The total active BID community in Great Britain and Northern Ireland, and Ireland at the end of May 2023 totals 335, four more than the 331 this time last year.

There is clearly a national and regional spread of BIDs, with the major cities having the highest proportion by levy income, but interestingly not necessarily the highest number of hereditaments. This is most plausibly a reflection of differing rateable values across the countries.

1. BIDs by Country or region, showing hereditaments and income.

Region or Country	Number of BIDs	Hereditaments	Levy income
East Midlands	10	4,810	£4,650,752
East of England	28	10,495	£9,311,027
Greater London	74	17,736	£59,753,946
Ireland	5	7,013	£4,991,213
North East England	6	2,470	£2,939,617
North West	33	10,576	£10,968,786
England			
Northern Ireland	8	2,348	£2,993,228
Scotland	34	10,809	£6,257,771
South East England	40	13,843	£13,985,936
South West	34	14,965	£10,624,947
England			
Wales	14	2,674	£3,127,042
West Midlands	32	12,089	£11,830,663
Yorkshire and the Humber	17	8,854	£8,672,119
Grand Total	335	118,682	£150,107,029

There is still much variety in the types of BID, with a continuing move away from the original 'crime and grime' retail-led high street BID to a more nuanced range of BIDs that reflect their different business communities, with industrial BID morphing into mixed area and commercial bodies.

2. BIDs by type, showing levy spend and hereditaments.

Region or Country	Number of BIDs	Hereditaments	Levy Income
Accommodation	2	78	£954,000
Area Bid	10	2,882	£12,852,459
Business Park	12	1,875	£3,007,390
City Centre	30	20,051	£26,631,759
Commercial	4	1,624	£6,667,521
Culture & Commerce	1	450	£1,302,441
Destination	4	2,134	£2,261,602
Digital BID	1	386	£70,000
Food & Drink	1	35	£14,639
Industrial	16	2,126	£2,428,436
Industrial Park	4	762	£440,000
Leisure	2		£2,477,811
Mixed Area	15	3,196	£14,167,834
Property Owner	4	268	£6,979,779
Retail	1	418	£745,623
Retail & Leisure	4	1,956	£5,510,698
Retail & Tourism	1	245	£107,000
Tourism	7	3,505	£2,185,450
Town Centre	214	76,271	£60,697,435
Town Centre/ Tourism	2	420	£605,152
Grand Total	335	118,682	£150,107,029

Developing BIDs

The number of BIDs at the development stage is an important measure, as it gives a sense of the supply chain and growth of the sector. There are currently 59 in development, nine more than this time last year, as some of those have come to successful ballot, and new ones have emerged.

We continue to monitor ballots for developing BIDs and update the industry through our weekly Ballot Watch which is available to members.

3. Current Developing BIDs by Country or Region

Region	Number of Developing BIDs
East Midlands	3
East of England	6
Greater London	6
North West England	4
Scotland	13
South East England	12
South West England	5
Wales	3
West Midlands	4
Yorkshire and the Humber	3
Grand Total	59

DATA ON
BUSINESS
IMPROVEMENT
DISTRICTS
ACROSS THE
BRITISH ISLES

The various data for BIDs are shown here to allow BIDs to position themselves against sector benchmarks by way of levy, hereditaments, and income.

Levy % rates for BIDs by term

The average for levy rates has increased very slightly to 1.45%, with a small spread between BID terms, possibly a reflection of early adopters coming from the higher rateable value areas.

4. Levy % rates of current BIDs, by term

Current Term	Number of BIDs	Average BID Levy	Maximum BID Levy	Minimum BID Levy
1st Term	70	1.49	3.5	0.75
2nd Term	130	1.42	2.5	0.28
3rd Term	83	1.47	2.25	0.95
4th Term	47	1.46	6	0.8
5th Term	5	1.51	2	0.65
Grand Total	335	1.45	6	0.28

Banded levies and ranges of levy

36 BIDs [10.7%] use a banded approach. Others use a range of levy payments depending on type of hereditament or amount of RV; 14 BIDs [4.1%] of BIDs do so.

5. Levy % rates of current BIDs, by type of BID

Region or Country	Number of BIDs	Average BID Levy	Maximum BID Levy	Minimum BID Levy
Accommodation	2	No data yet	No data yet	No data yet
Area Bid	10	1.0	1.25	1
Business Park	12	1.4	2.5	0.5
City Centre	30	1.3	1.75	1
Commercial	4	1.2	1.5	0.8
Culture & Commerce	1	1.6	1.6	1.6
Destination	4	1.8	2	1.5
Digital BID	1	No data yet	No data yet	No data yet
Food & Drink	1	No data yet	No data yet	No data yet
Industrial	16	1.9	6	1
Industrial Park	4	1.0	1	1
Leisure	2	1.2	1.2	1.5
Mixed Area	15	1.1	2	0.28
Property Owner	4	0.9	1	0.65
Retail	1	1.5	1.5	1.5
Retail & Leisure	4	1.5	2	0.65
Retail & Tourism	1	1.5	1.5	1.5
Tourism	7	1.6	1.95	1
Town Centre	214	1.5	3.5	1
Town Centre/ Tourism	2	1.5	1.5	1.5
Grand Total	335	1.45	6	0.28

BID Hereditaments

The numbers of hereditaments are a useful analytical and planning tool for a BID, with the average BID having 440, the smallest number at 35 and the largest at 2500. Interestingly, as individual BIDs mature over their terms, they continue to grow slightly larger, with an increase in their average number of hereditaments.

6. Numbers of Hereditaments in BIDs by term

Term	Total hereditaments	Average hereditaments	Minimum hereditaments	Maximum hereditaments
1st Term	19,793	367	39	1,550
2nd Term	45,294	436	35	1,231
3rd Term	30,764	427	64	1,400
4th Term	20,799	578	123	2,500
5th Term	2,032	508	289	670
Grand Total	118,682	440	35	2,500

Again, the variety of BIDs is shown by the spread of hereditament numbers across the different types, with some specialist BIDs such as Accommodation, Food and Drink and Industrial showing some very small numbers, and the smallest BID having 35 levy payers.

7. BID Hereditaments by type of BID.

Region or Country	Number of BIDs	Average BID Levy	Maximum BID Levy	Minimum BID Levy
Accommodation	78	78	78	78
Area Bid	2,882	412	1,231	200
Business Park	1,875	234	766	50
City Centre	20,051	716	2,500	346
Commercial	1,624	406	724	218
Culture & Commerce	450	450	450	450
Destination	2,134	711	1,354	280
Digital BID	386	386	386	386
Food & Drink	35	35	35	35
Industrial	2,126	236	450	64
Industrial Park	762	191	300	95
Leisure				
Mixed Area	3,196	400	1,000	96
Property Owner	268	67	128	39
Retail	418	418	418	418
Retail & Leisure	1,956	489	670	331
Retail & Tourism	245	245	245	245
Tourism	3,505	501	1,200	103
Town Centre	76,271	431	1,550	67
Town Centre/ Tourism	420	420	420	420
Grand Total	118,682	440	2,500	35

Levy income and business investment

Levy income, and thus business investment, is one of the most valuable and varied data sets for BIDs, with the early adopters, primarily in the higher rateable value towns and cities, now into their fourth or fifth terms showing higher average levy incomes and thus investment.

BIDs across the British Isles contribute £150,107,029 [Last year £145,759,773] each year to their business communities, and represent 118,682 [124,310 last year] businesses.

But again, many BIDs remain small, with an average levy income of £448,081 [last year £441,696] and the smallest remains £14,639. The largest single BID levy spend is £4,100,000.

8. Levy income and business investment by BIDs by Term

Term	Total Levy income	Average Levy income	Maximum Levy income	Minimum Levy income
1st Term	£29,357,020	£431,721	£4,092,320	£18,690
2nd Term	45,294	436	35	1,231
3rd Term	30,764	427	64	1,400
4th Term	20,799	578	123	2,500
5th Term	2,032	£1,479,413	289	670
Grand Total	118,682	440	35	2,500

KEY
BALLOT
DATA
FOR BIDS

Ballot data are one of the most useful BID benchmarks, with the data suggesting both an improved turnout and better voting figures at each term, as BIDs become more experienced at satisfying their levy payers' needs.

All ballots for all BIDs 2004 –2023

The first BID ballot was for Kingston First on 16 November, 2004, and there have been 947 [last year 879] ballots over the past nineteen years as BIDs have grown in number and moved through their various terms. The data suggest that there have been 93 Failures [9.8%] out of the 947, of which some of course have gone on to succeed later. Nineteen have either ceased mid-term or not gone to a further ballot.

9. Data on all ballots for all BIDs from 2004 onward

Region or Country	Number of BIDs	Average BID Levy	Maximum BID Levy	Minimum BID Levy
1st term	374	43.2	74.0	75.8
2nd term	266	46.5	75.8	79.8
3rd term	134	46.2	81.9	85.0
4th term	52	45.4	81.7	87.5
5th term	5	41.0	90.1	92.0
Alteration ballot	1			
Ceased end of 1st term	7	40.0	66.8	66.2
Ceased end of 1st term	1	60.0	87.0	93.0
Ceased end of 2nd term	1	46.0	76.0	63.0
Ceased in 1st Term	8	34.0	64.6	72.6
Ceased In 2nd Term	1	55.0	80.0	86.0
Challenge upheld	1	31.0	68.0	90.0
Challenged and a re-ballot held	1		51.0	55.0
Unsuccessful	93	46.4	47.0	48.2
Ballot suspended due to COVID-19	1			
Did not go to ballot	1			
Grand Total	947	44.9	73.3	76.4

Ballot data during the last twelve months

During the past year, post-covid and during some financial uncertainty there were major concerns over ballots, which were in the end unfounded; 80 ballots resulted in 75 successful outcomes and five failures. Seven new BIDs were successful in their ballots during the past year.

10. Ballot success data June 1, 2022– MAY 31, 2023

Term	Count	Average turnout	Average in favour by number	Average in favour by RV
1st Term	7	35.7	79.1	81.5
2nd Term	26	39.7	74.3	79.9
3rd Term	25	41.5	84.4	87.9
4th Term	14	46.3	74.5	82.9
5th Term	3	40.0	84.1	86.9
Unsuccessful	5	36.6	47.9	47.4
Grand Total	5	41.0	76.6	81.0

Ballot turnout in the last twelve months, after the pandemic and during the financial concerns was on average 41% and the ballot results by rateable value were 81.0% and by number 76.6%.

Despite many people's concerns, this is a better performance than the nineteen-year normal, with an average improvement of some 4.6 percentage points in the RV vote and 3.3 percentage points in the vote by number compared to the average 19-year results. Turnout was however less, but surprisingly only by 3.9 percentage points.

Outcomes of ballots of current BIDs

The current BIDs most certainly measure themselves by way of their ballot data, and rightly so. The mean is the most used data measure for each of the key indicators – the % turnout, the % of votes by number and the % of votes by RV. The data suggest on the whole an improvement at each term of a BID by a few percentage points at each ballot.

11. Average ballot data for current BIDs in their current terms.

Term	Count	Average turnout	Average in favour by number	Average in favour by RV
1st Term	70	39.2	75.0	79.1
2nd Term	130	43.3	76.5	80.0
3rd Term	83	44.0	83.2	86.1
4th Term	47	44.7	81.4	86.9
5th Term	5	41.0	90.1	92.0
Grand Total	335	42.9	78.7	82.5

Maxima of data for BID Ballots

Working BIDs are always interested in who has been the 'best' in their ballot. So, the maxima of the measures by BID term are given here: the best turnout for a current BID was 83%, and the best outcomes by RV and by number were 99.9% and 99.5% respectively.

12. Maxima of ballot data for current BIDs in their current terms

Term	Total number	Maximum turnout	Maximum in favour by number	Maximum in favour by RV
1st Term	70	79.0	98.0	99.4
2nd Term	130	83.0	98.6	99.8
3rd Term	83	80.0	99.0	99.9
4th Term	47	79.0	96.2	99.0
5th Term	5	51.0	99.5	99.7
Grand Total	335	83.0	99.5	99.9

TIME
SERIES
2010-2023

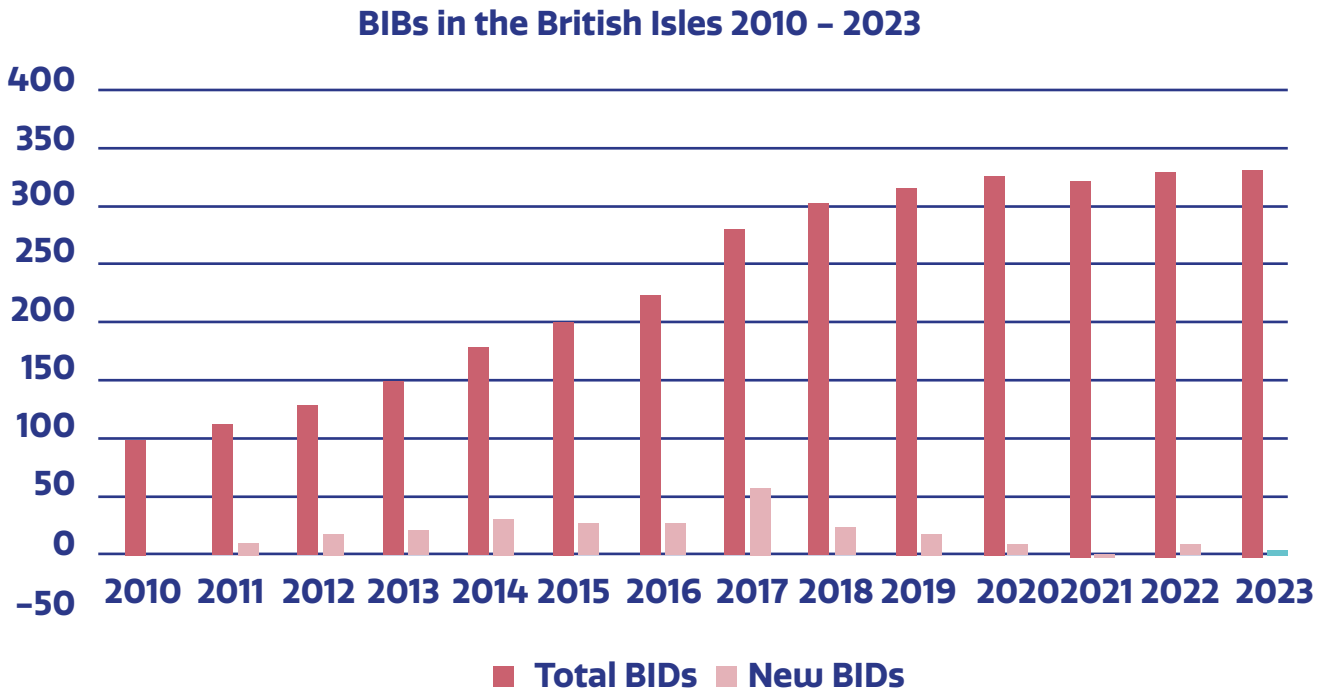
The thirteen-year time series data since 2010 show a steady increase in BID numbers, in both income and hereditaments, until the pandemic year of 2021, when there was a reduction by 5 BIDs and a concomitant reduction in hereditaments. This was reversed in 2022 and 2023 with an increase by eleven BIDs.

The levy raised, and then invested back into the business community, per hereditament gives a sense of the average individual business spend in BIDs over the years.

13. BID DATA 2010–2023

Data collection mid-year	Number of BIDs	Total levy income	Total hereditaments	Investment per hereditaments
2010	102	£23,483,888		
2011	112	£22,085,567	19353	£1,141
2012	129	£39,883,454	54110	£737
2013	150	£51,847,486	64150	£808
2014	179	£63,000,000	59771	£1,054
2015	203	£80,124,969	71703	£1,117
2016	227	£78,659,124	78549	£1,001
2017	283	£99,971,741	106262	£941
2018	305	£110,575,380	120735	£916
2019	321	£125,205,608	128785	£972
2020	329	£132,493,286	133,163	£994
2021	324	£134,979,983	125,023	£1,080
2022	331	£145,759,773	124,310	£1,172
2023	335	£150,107,029	118,682	£1,265

14. Growth in BID numbers 2010–2023



15. Growth in BID levy spend and spend per hereditament 2010–23

